Amendments to the Claims

1.   (Currently Amended) A method of advertising on a subscriber terminal, the method comprising:

sending an advertising authorization request via a telecommunications network to the subscriber terminal;

receiving a reply to the advertising authorization request from the subscriber terminal, the reply providing authorization for at least one advertisement to be sent to the subscriber terminal; and

in response to the authorization, sending the at least one advertisement to the subscriber terminal when at least one triggering event occurs.

2.   (Currently amended) The method of claim 1 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle[,] and the subscriber terminal being substantially stationary, and a specific time of day.

3.   (Original) The method of claim 1 wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the subscriber terminal.

4.   (Original) The method of claim 1, wherein the subscriber terminal comprises a display screen, the method further comprising displaying the at least one advertisement on the display screen.

5.   (Original) The method of claim 1, wherein the at least one triggering event comprises the subscriber terminal being idle and substantially stationary.

6.   (Currently amended) A method of advertising on a subscriber terminal, the method comprising:

sending an advertising authorization request via a telecommunications network to the subscriber terminal;

5   receiving a reply to the advertising authorization request from the subscriber terminal, the reply authorizing at least one advertisement to be sent to the subscriber terminal;

sending the at least one advertisement to the subscriber terminal in response to receiving the reply; and

displaying the at least one advertisement on the subscriber terminal when at least one

10   triggering event occurs.

7.   (Currently amended) The method of claim 6 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle[,] and the subscriber terminal being substantially stationary, and a specific time of day.

8.   (Original) The method of claim 6 wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the subscriber terminal.

9.   (Original) The method of claim 6, wherein the at least one triggering event comprises the subscriber terminal being idle and substantially stationary.

10.   (Currently Amended) A method of advertising on a subscriber terminal, the method comprising:

retrieving a reply to an advertising authorization request from computer readable memory, the reply authorizing at least one advertisement to be sent to the subscriber terminal; and

sending the at least one advertisement to the subscriber terminal when at least one triggering event occurs.

11.   (Currently amended) The method of claim 10 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle[,] and the subscriber terminal being substantially stationary, and a specific time of day.

12.   (Currently Amended) A method of advertising on a subscriber terminal, the method comprising:

retrieving a reply to an advertising authorization request from computer readable memory, the reply authorizing at least one advertisement to be sent to the subscriber terminal;

sending the at least one advertisement to the subscriber terminal in response to retrieving the reply; and

displaying the at least one advertisement on the subscriber terminal when at least one triggering event occurs.

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13.   (Currently amended) The method of claim 12 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle[,] and the subscriber terminal being substantially stationary, and a specific time of day.

14-29. (Cancelled).

30.   (Currently amended) The method of claim 1 wherein sending the at least one advertisement to the subscriber terminal when at least one triggering event occurs comprises executing stored computer instructions at a processor in the telecommunications network for sending the at least one advertisement to the first entity subscriber terminal when at least one triggering event occurs.

31.   (Currently amended) The method of claim 1 wherein the function of sending the at least one advertisement to the subscriber terminal when at least one triggering event occurs is initiated by a server coupled to [a] the telecommunications network.

32.   (Previously presented) The method of claim 1, further comprising:

receiving the at least one advertisement at the subscriber terminal; and

in response to receiving the at least one advertisement at the subscriber terminal displaying the at least one advertisement on the subscriber terminal.

33.   (Cancelled)